

FAST-FASHION SOCIAL CAMPAIGN ADVERTISEMENT IN YOUTUBE: DOES BRAND STORYTELLING IMPACTED BEHAVIOR INTENTION TO USE? (STUDY CASE IN SURABAYA, INDONESIA)

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ABSTRACT

One of the common tools that usually to be used is advertising. Today, there are many advertisements in YouTube. Especially for fast-fashion company which needed them to make it easier communicated with their target market. Many fashion lover are really fond with YouTube. But there are later issues about fast-fashion. It's about waste of the products, children's employee, fabrics that is not environmental friendly, etc. There are many people gained awareness about these social issues. Many companies also concerned about them and tried to convinced people by social campaign in YouTube. This research analyzed how people will have a behavior intention to use the brand through brand storytelling in their social campaign advertisement by YouTube. The respondents would be 100 people in Surabaya city, Indonesia. The results is brand storytelling is important to make people perceived more about advertisement value and enjoyment to impact the behavior intention to use.

Keywords: Brand Storytelling; Technology Acceptance Model; Perceived Enjoyment; Perceived Advertisement Value; Behavior Intention to Use; Social Campaign Advertisement in YouTube.

1. INTRODUCTION

The needs of the Internet in daily life are very important today. People means to depend on it in many ways. According to Damar (2017), the Internet is already the part of everyone mobility whereas the significantly rising the technology such as 4G and the needs of the smartphone in daily life result to the high activities of the Internet in Indonesia. Based on the survey of APJII (Indonesian Services of Internet Provider Association), mostly Indonesian, at least always spend their time approximately 6 hours per day for using the Internet (Berapa Lama Orang Indonesia Akses Internet Dalam Sehari, 2017). The reliance on the Internet for these people made themselves as a millennial. Millennials are the people who have a high reliance on the online platform such as social media, Internet, etc (Stein, 2013). The millennials are the founder of social media motion-steadily and value the community by social network as a bond to each other in social circles in their aspect of life (Millenials: Breaking The Myths, 2014). Based on US Chamber Foundation (2012), the millennials are the people who born in 1980 – 1999 that shared not the same priorities

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of other generations where has a digital sense and connected wired-ly who are really care about social issues too. This market is very large in Indonesia where this generation approximately 32 % people from 255 millions people of Indonesia and they really aware of the environment and social issue (Rumah Millennials, 2017). It means this market is needed to be grasped by the fashion industry especially Fast-fashion Industries.

Fast-fashion responsively to any demand in the market based on the trending topic. It means so many wastes that could be happened and impacted the environmental crisis (newsweek.com, 2016). These things somehow arouse the awareness of fashion lover and influenced the company to be more responsible for social issues (children employees, wastes issues, etc.). The companies were made the social campaign to provide the information to the customers that they really concerned about it and being the part of sustainability in living. Many brands are really into it such as H&M, Forever21, Uniqlo, and TOMS shoes (newsweek.com, 2016; fastretailing.com, 2017). Those facts turned many companies saw the opportunities to put their advertisement on YouTube rather than in channel televisions. Advertising is one of the effective tools in marketing to grasp people attention and communicate the brand and statistically almost 70% people love to see the videos rather than non-video advertisement (Bowman, 2017, cited from forbes.com)

Regarding Google Survey in 16 Countries based on 6299 advertisements, people love the advertisement that had interesting storytelling (thriller, funny and emotional plots) about the brand. Sometimes the advertisement, which had a strong animation, also being loved (Google, 2015). In 2016, the Head of Marketing Google in Indonesia said in Indonesia itself, majority people loved video advertisement that had a good brand storytelling (cited from tekno.kompas.com, 2017). The examples would be Line advertisement (Hari Pertama Kerja Itu Rasanya), Toyota All New Sienta (Love is A Trap), Tokopedia (Berani Memulai, Berani Berusaha), and many more (Swa.co.id, 2017), Those advertisements showed how people love many advertisements which had a good brand storytelling and performed their opinion and intention to the brand.

The brand story needed if the company already settled and had a good brand image. The Brand story needed to tell (Brand Storytelling) what they want to communicate to the customer and being one of investment in branding for the company itself. The Brand storytelling also needed to do properly and precisely to the exact segmentation. Basically, in today era where everything is becoming digitalized, social media becomes the option as the facilitation to mediate and communicate the brand as the promotion place. The advertisement is one of the promotion tools that have been used in many social media. One of social media form or platform is YouTube. This social media form (YouTube) where now mostly called as the social network is being one of the media places for many companies to put their advertisement. As YouTube is one of technology that has been used mostly for social media video-based, so it will be suitable if to find out did people really acceptance the technology based on brand storytelling and changed the behavior how they use it. YouTube also known one of social media that will give you information from people, to people, and by people that bring some information that will be benefiting anyone who saw it (Mangold & Faulds, 2009). This research will examine the relatedness of brand storytelling to behavior intention by technology acceptance models about social campaign advertisement (YouTube) in the fast-fashion industries.

2. RELATED LITERATURE

2.1. *Brand Storytelling*

An effective and attractive advertisement needed the exact strategy to communicate the brand/product. The activities of advertisement and how it tells the story needed to be prepared precisely to reach and grasp the exact market. All of the social campaigns will be effective, if the brand could be formed into the story telling about their vision and mission by its advertisement. It means the advertisement activity should be done by social media and brought social issues that will show the brand causes by its story or mostly people mentioned it as the brand story (Cronin, 2016). When Brand is telling the story about it and touched the emotional sides of the customer it will form the benefit from affected the psychology of the customer (Holt,2004; cited from Woodside, 2010). A story line is an important element in the process molded the customers' senses (Ardley, 2006, p.197). The story that communicated to the customer is the very crucial process to relate the customer with the brand itself. A strong story-line and impressed people would connect and engage the customer while communicating the brand image (Fog et. al., 2010). Especially a story that could relate to personal feeling will bring the meaningful goal for someone (Escalas, 1998, p.273). According to Schank (1999), human's memories always story-based in their mind. A story could develop awareness, empathy, recognition, recall, and give purpose to the brand (Singh & Sonnenburg, 2012; cited from Pera & Viglia, 2016). A communication while telling the story in a video proved more effective, faster and more useful (Nottingham, 2012; cited in Wendt et. al., 2016). The previous research about brand storytelling showed customer invited the brand identity by brand story telling (Escalas, 2004; cited in Holt & Thompson, 2004). Brand storytelling identically how the customers defined themselves as an individual by the message that tells by its brand (Fog et al, 2010).

2.2. *Technology Acceptance Model*

Technology acceptance model (TAM) (Davis, 1986) was adopted from Theory Reasoned Action (Fishbein & Azjen, 1975). It was adopted from the grand theory of TRA although not accommodate all of the elements of it. TAM divided attitude in TRA into two constructs that are perceived usefulness and perceived ease of use to explain the behavior while using the computer. These components related to trust component in TRA.

In this research, it will adopt two more theories about perceived in behavior which is perceived enjoyment and perceived advertisement value. Technology Acceptance Model (Davis et al, 1989) was the first model to mention psychological factors affecting technology acceptance and it was developed from Theory of Reasoned Action (TRA) by Davis (Davis et al., 1989). Davis et al. (1989) developed and validated better measures through TAM for predicting and explaining technology use.

So the prevalent is the use of TAM model to encompass issues especially salient to the World Wide Web, including that of trust, privacy, risk, and social awareness (Thong, Venkatesh, Xu, Hong, & Tam, 2011; Venkatesh & Davis, 2000)

2.2.1. Perceived Ease of Use

Perceived ease of use defined as how people believe that they could use any technology system easily without any effort (Davis, 1986). The previous research showed perceived ease of use influenced perceived usefulness, attitude, and behavior intention (Bugembe, 2010). Brahmana & Brahmana (2011) also found the association between TTF (Task-Technology Fit) which has been examined extensively in technology area in TAM context. In TAM context, perceived ease of use is an important determinant as its influence comes in the early stage of technology user's experience (Davis et al., 1989; cited in Brahmana & Brahmana, 2011)

2.2.2. Perceived Usefulness

Perceived usefulness defined how far the technology would increase their performance by using it. The previous research shows that the perceived usefulness has a positive and significant influence on the use of information systems (Davis et al., 1989; Chau, 1996 in Igarria et al, 1997). (Davis et al., 1989; Chau, 1996 in Igarria et al, 1997). Another previous studies also showed that perceived usefulness have the significant impact that affects attitude, behavior intention, and intention to use a technology compared other constructs (Gardner dan Amoroso, 2004).

Other literature has found that usefulness refers to consumers' perception that using the Internet as a shopping medium enhances the outcome of their shopping experience (Brahmana & Brahmana, 2011). Papatla (2011) as cited in Brahmana & Brahmana (2011) also found the role of experience in the usefulness of the online shop and relationship between TTF and Perceived ease of use.

2.2.3. Perceived Enjoyment

Perceived enjoyment positively affected towards user's technology acceptance (Teo et. al., 1999; Venkatesh, 2000; van der Heijden, 2004; Lin & Lu, 2011). Perceived enjoyment as the intrinsic motivator also has an influence towards perceived usefulness and perceived ease of use. It also has a strong impact towards behavior intention in technology context (Venkatesh, 2000; Li&Lu, 2011; Hwan&Yi, 2002 cited in Brahmana & Brahmana, 2013). Another study showed if the perceived enjoyment is high, so the perceived ease of use and perceived usefulness is being high too (Pinho and Soares, 2011; Teo et al, 1999; Teo and Noyes, 2011; van der Heijden, 2004). Perceived enjoyment refers to an extrinsic motivation in which extent of using technology is perceived be personally enjoyable (Davis et al, 1992; Webster & Martochchio, 1992 cited in Brahmana & Brahmana, 2013)

2.2.4. Perceived Advertisement Value

According to Zeng et. al. (2009) the value of advertisement will provide the whole picture of it to the customer (Ducoffe, 1995; Zeng et. al., 2009 cited in Soares & Pinho, 2014) is the measurement of advertisement effectiveness either it traditionally or technology based (Ducoffe, 1995 cited in Soares & Pinho, 2014). The research on online advertising also showed that the advertisement offered values to Internet users into more relevant information (Ducoffe, 1996; cited in Zeng et al, 2009). Thus, the advertiser could choose their segmentation efficiently and target the market precisely that would be suitable for their product/brand.

2.3. Behavior Intention to Use

TAM variable will influence the customer intention to use for using the technology while they are finding of the product through it. Behavior intention to use adapted from TAM models by Davis for this research. Behaviour Intention to Use (BIU) is an attitude that shaped the behaviour of someone who tends to use the technology and how they will act by using it to achieve something during the significant period (Davis et al, 1989). The behavior intention also is known as behavior when doing the decision making while using the technology by someone when trying to achieve something, solve the problem, and has a mental commitment in span time (Davis, 1986). The protruding features from advertisement internet-based are interactivity and their ability to record response behavior of internet users (e.g. the intention), which includes various searching activities and pay attention for matching and purchasing the product (Rodgers & Thorson, 2000 cited from Zeng et. al., 2009). The more relevant of advertisement messages in the context of media, the more likely the message can affect attitude customer positively and influenced their behavior response towards to the advertisement.

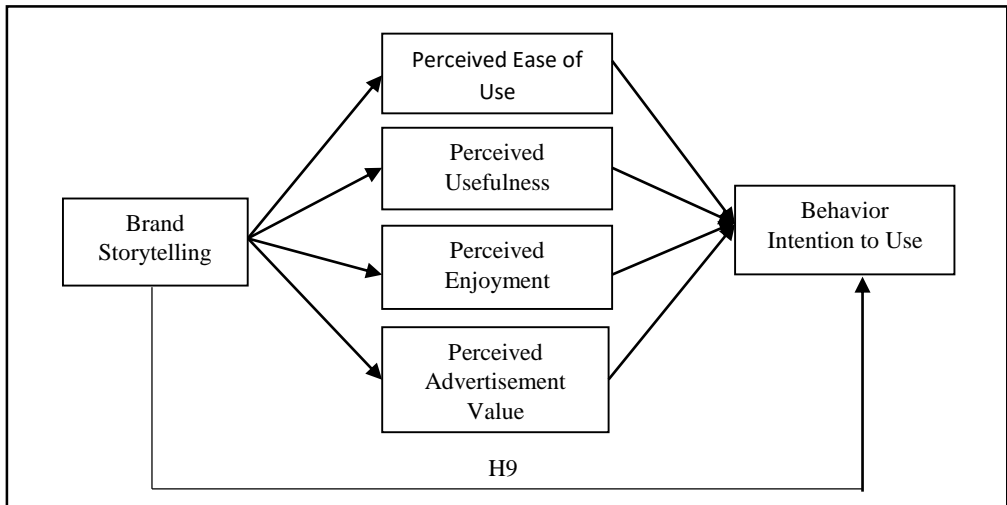
2.4. Social Campaign

When you already had a good image of your brand, so the social campaign usually will become a good tool to do to gain more awareness and introduce the brand identity deeply to the customer. It is also known as one of the long-term investment tools for the brand itself. Especially in the fast-fashion industry, engagement could be developed by their social campaign. Social campaign literally means the changing behavior related from unhealthy habits becomes healthy habits (Sampogna et. al., 2017). It is about how we are going to show the bad habit reduced and changed it into the good habit that will be benefitted the society and environment and achieved sustainability in living. It is about how to gain awareness regarding the social topic under consideration. In advertising, the brand will focus upon the emotional component of attitudes and aim to raise public awareness about social issues under consideration and influence beliefs, and eventually, behavior (Harris, 2009, p.111 cited from Petrovici & Dobrescu, 2013). The social campaign also is known as responsible behavior that may be justified by the fact that emotions reactions to the aspect which seems extremely important for well being that triggering mental processes from the communication form of the brand (Ekman, 2003, p.48; cited from Petrovici & Dobrescu, 2013).

3. EMPIRICAL MODEL AND FRAMEWORK

This research aims to investigate the role of Brand Storytelling in how people perceived it in technology platform and how it will shape their behavior intention for any brand in fast-fashion based on social campaign advertisement. The model showed in Figure 1.

Figure 1: Conceptual Model



H1: The brand storytelling influenced the perceived ease of use.

H2: The brand storytelling influenced the perceived usefulness.

H3: The brand storytelling influenced the perceived enjoyment.

H4: The brand storytelling influenced the perceived advertisement value.

H5: The impact of brand storytelling on behavior intention to use is mediated by the perceived extent of perceived ease of use.

H6: The impact of brand storytelling on behavior intention to use is mediated by the perceived extent of perceived usefulness.

H7: The impact of brand storytelling on behavior intention to use is mediated by the perceived extent of perceived enjoyment.

H8: The impact of brand storytelling on behavior intention to use is mediated by the perceived extent of perceived advertisement value.

H9: The brand storytelling influenced the behaviour intention to use.

4. DATA

The data used in this paper were obtained by a survey study. The survey took the place in Surabaya, Indonesia. This research was the quantitative method that the questionnaires distributed in Surabaya, Indonesia which the second biggest city in Indonesia. Many people are already fathomed with the digital platform in this city too. The questionnaire also distributed to the millennial generation where the age started from age 12-35 years old as the limitation. The observation also resulted that this range of ages is usually used YouTube at least 30-60 minutes a day to access YouTube. The questionnaires spread by sending the links of Google Forms to the messengers such as LINE, Whatsapp, and e-mail. The respondents are 100 people as the sampling was purposive sampling. Researcher had chosen to used the Lemeshow's formula to determine the total of 100 respondents since the exact number of the population is not yet determined (Lemeshow, et al., 1997). The formula is used with a Z value of 1.96 and sampling error of 10% resulting the need of

approximately 96.04 respondents. A questionnaire using a five-point Likert scale was used to gather data for each construct of the research model. All instruments were adapted and adopted from previous literature and were modified to measure brand storytelling, TAM, and BiTU. The profile of the respondents can be seen in Table 1 at below.

Table 1: Respondents' profile

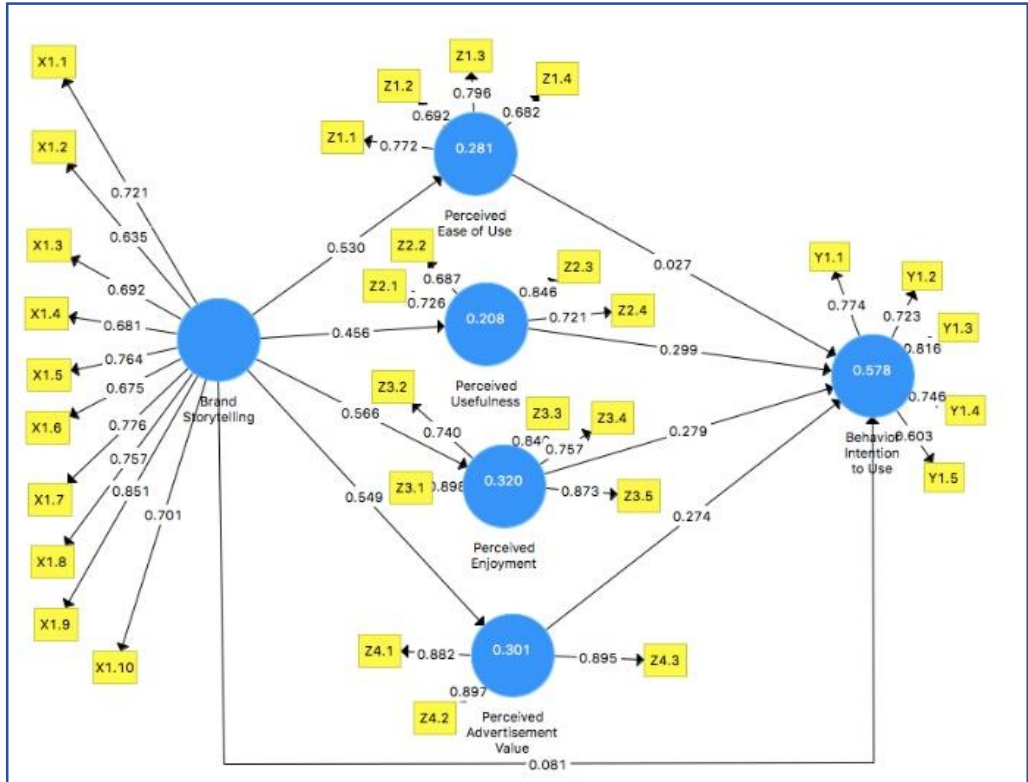
Occupation	Percentage	Income per month	Percentage	Domicile Region	Percentage	Gender	Percentage
Students	45%	<Rp. 2.500.000,00	54%	East Surabaya	29%	Female	49%
Unemployee	1%	Rp. 2.500.000,00- Rp. 5.000.000,00	29%	West Surabaya	15%	Male	51%
Housewives	1%	Rp. 5.000.000,00- Rp. 7.000.000,00	7%	Central Surabaya	16%		
University students	28%	Rp. 7.500.000,00- Rp. 10.000.000,00	3%	North Surabaya	9%		
Private company employee	7%	> Rp. 10.000.000,00	7%	South Surabaya	31%		
Entrepreneur	16%						
Professional	2%						

The brand storytelling was adopted from Fog et. al. (2010). The perceived ease of use was adapted from Brahmana & Brahmana (2011) which we modified some items. Meanwhile, the perceived usefulness and perceived enjoyment were adopted from Brahmana & Brahmana (2011). The perceived advertisement was adapted from Zeng et. al. (2009) which we also modified for some items. The behavior intention to use was adopted from Davis (1989). The measures of the items were tested for their reliability, construct validity, and discriminant validity.

5. RESULTS

5.1. The Measurement Model

Figure 2 : Path Analysis



The Table 2 (below) showed that loading factor suggested more than 0.5 to prove the indicators are valid. The smallest is 0.603 which is from one of behavior intention to use indicators (Y1.5). It means this research proved that the indicators are valid. It goes same to AVE values which are also measured the validity where the lowest value will be brand storytelling (X) 0.529. The composite reliability also showed the values more than 0.7 which showed that the constructed model fulfilled the criterion of composite reliability. The lowest value will be perceived ease of use which is 0.826.

Table 2: The measurement model

Model Construct	Measurement	Loading	Crn	AVEb
Brand Storytelling	(X.1.1)	0,764	0,918	0,529
	(X.1.2)	0,675		
	(X.1.3)	0,776		
	(X.1.4)	0,757		
	(X.1.5)	0,851		
	(X.1.6)	0,701		
	(X.1.7)	0,721		
	(X.1.8)	0,635		
	(X.1.9)	0,692		
	(X.1.10)	0,681		
Perceived Ease of Use	(Z1.1)	0,772	0,826	0,543
	(Z1.2)	0,692		
	(Z1.3)	0,796		
	(Z1.4)	0,682		
Perceived Usefulness	(Z2.1)	0,726	0,834	0,558
	(Z2.2)	0,687		
	(Z2.3)	0,846		
	(Z2.4)	0,721		
Perceived Enjoyment	(Z3.1)	0,898	0,914	0,681
	(Z3.2)	0,74		
	(Z3.3)	0,846		
	(Z3.4)	0,757		
	(Z3.5)	0,873		
Perceived Advertisement Value	(Z4.1)	0,882	0,921	0,795
	(Z4.2)	0,897		
	(Z4.3)	0,895		
Behavior Intention to Use	(Y1.1)	0,774	0,854	0,541
	(Y1.2)	0,723		
	(Y1.3)	0,816		
	(Y1.4)	0,746		
	(Y1.5)	0,603		

Notes: BS = Brandstorytelling; PeoU = Perceived Ease of Use; PU = Perceived Usefulness; Penj = Perceived Enjoyment; PAV = Perceived Advertisement Value; BitU = Behavior Intention to Use.

5.2. *Discriminant Validity*

Table 3 (below) showed that the correlation for each construct lesser than the average variance which extracted by the indicators. The indicators mean its measured the construct that indicates adequate discriminant validity. As a whole, the measurement model demonstrated the adequate convergent validity and discriminant validity.

Table 3: Discriminant Validity

Contracts	BS	PEoU	PU	Penj	PAV	BitU
BS	0,728					
PEoU	0,53	0,737				
PU	0,456	0,667	0,747			
PEnj	0,566	0,543	0,368	0,825		
PAV	0,549	0,341	0,395	0,682	0,891	
BitU	0,540	0,515	0,565	0,636	0,636	0,736

Table 4 (below) showed the numbers of Cronbach Alpha as the measurement of the reliability of your indicators in variables. The value of Cronbach Alpha shouldn't under 0.6. In this research, it showed the value is over 0.6 that the lowest value is 0.732. It means the variables are reliable.

Table 4: Cronbach's Alpha Measurement

Contracts	Measurement Items	Cronbach's α	Rho_A
BS	X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.8, X1.9, X1.10	0,900	0,904
PEoU	Z1.1, Z1.2, Z1.3, Z1.4	0,732	0,769
PU	Z2.1, Z2.2, Z2.3, Z2.4,	0,737	0,768
PEnj	Z3.1, Z3.2, Z3.3, Z3.4, Z3.5	0,882	0,894
PAV	Z4.1, Z4.2, Z4.3	0,872	0,883
BitU	Y1.1, Y1.2, Y1.3, Y1.4, Y1.5	0,790	0,815

Table 5 (below) showed the path coefficient and hypothesis testing. It would show the relation between variables. Based on t-value, the value should be ($>1,96$) with $\alpha=5\%$ to be said has a relation. There are two relations that not met the requirements which were Perceived Ease of Use – Behavior Intention to Use (0.201) and Brand Storytelling – Behavior Intention to Use (0.790).

Table 5: Path Coefficient and Hypothesis Testing

Hypothesis	Relationship	Coefficient	t-value	Supported
H1	BS - PeoU	0,530	5,421	YES
H2	BS - PU	0,456	5,508	YES
H3	BS - Penj	0,566	7,763	YES
H4	BS - PAV	0,549	8,018	YES
H5	PeoU - BltU	0,027	0,201	NO
H6	PU - BltU	0,299	2,865	YES
H7	Penj - BltU	0,279	2,385	YES
H8	PAV - BltU	0,274	2,459	YES
H9	BS - BltU	0,081	0,790	NO

6. DISCUSSIONS & CONCLUSIONS

Based on the results that this research had it showed that social campaign in the fast-fashion industry could be one of the tools to gain some experience and would attract the customer to do it while they used YouTube in their daily life. It showed the usefulness and advertisement value will impact how the customer will react to their behavior intention and basically, the brand story telling will influence them to do more about the social campaign.

The most interesting thing was the respondents, either it will be male or female, they are really aware of the story what the brand offers in the advertisement. It also could lead that somehow if we are going to talk about social issue although it will provide the emotional approach, the gender will not have any differences how they will feel to do a good cause. And it is also especially surprising in Surabaya, they already have a good awareness in fast-fashion about the social campaign. Probably the story that the brand offered also had a big role in it so they could feel the enjoyment and bring them to have a consideration about how they will have behavior intention about it. Interestingly, the easiness of use has been so low and somehow not influenced the behavior intention, probably it caused by many people already not think about easiness at all since they already make a habit to use YouTube in their daily life. And we also found that the brand storytelling couldn't impact the behavior intention strongly if there is no enjoyment, values or usefulness by the audiences.

Basically, for the company, where today the promotion is not an easy thing to do, need to consider how to bring their content seriously to approve the enjoyment, value that would bring significantly behaviour intention to use for the product. It is necessarily to boost up it to approach their customer by their social campaign.

For the future research, it would be better if you can find out about mood or self-congruity will increase the behavior intention to use until their actual to use.

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